Bruce A. Lee

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Objective:

Highly proficient Data Analyst with proven expertise in R, SQL, and Tableau. Demonstrated history of managing stakeholder expectations and consistently delivering results. Adept at transforming complex data into actionable business strategies, committed to leveraging data-driven insights to achieve organizational objectives.

Skills:

PostgreSQL, R, Tableau, Python, ETL, Excel, Intercom, Zendesk, Salesforce, Interdepartmental Communication, Change Management

Experience:

Branching Minds   7/2021 — 10/2022

Data Manager:

- Spearheaded the cleaning and preparation of extensive data sets utilizing R and PostgreSQL to normalize and automate the cleaning of larger datasets, enabling effective and efficient data ingestion into the organization's ETL pipeline for subsequent analysis. Regularly queried an AWS Data Warehouse holding the organization's third-party vendor data, utilized Excel for preliminary exploratory data analysis and data-preparation.
- Managed a proprietary data pipeline for efficient data processing by leveraging JSON for formatting data ingestion parameters, streamlining the data management process, and enabling more targeted and efficient data retrieval. Automated routine data imports from APIs, optimizing resource allocation and bolstering data accuracy and timeliness.
- Maintained data security by encrypting all customer-centric data using GPT keys, while avoiding transmission of Personally Identifiable Information over unsecured channels.
- Collaborated effectively with cross-functional teams including Engineering, Customer Success, Support, Product, and Learning Science to coordinate customer support and outreach. Negotiated data sharing agreements with various third-party vendors, securing essential data and enabling richer analysis via augmenting the organization's data resources.
- Assisted in onboarding and training new hires, guiding them through the team workflow and the wider organizational structure. Created much of the documentation for the data team, demonstrating strong communication and writing skills with an attention to detail.

IXL Learning, Inc (formerly Vocabulary.com)   8/2019 — 5/2021

Customer Success Manager / Technical Support Analyst

- Initiated as a Customer Success Manager, directly liaising with clients to deliver proactive solutions and ensure optimal product usage. Reduced customer churn by providing dedicated ongoing support, including Tier 2 & Tier 3 platform assistance via Zendesk.
- Developed data visualizations to inform on churn via Salesforce, leveraging data insights to drive customer retention strategies deepening understanding of customer behavior trends and informing the development of targeted service improvement strategies.
- Transitioned to a Technical Support Analyst role following company acquisition, expanding responsibilities to include data analytics. Pioneered the application of tools such as Excel, R, ggplot2, and Tableau for insightful data cleaning, formatting, and visualization. Synthesized customer inquiries, reviews, and complaints data to conduct sentiment analysis, subsequently identifying key areas of concern and providing data-informed recommendations to upper management.
- Coordinated closely with the Sales team to troubleshoot customer issues, leveraging data insights to identify problem areas and ensure swift resolution. Promoted a collaborative work environment with the internal support team and direct manager, optimizing the data analysis process and enhancing internal communication and efficiency.

AMI Kids Inc.   8/2018 — 6/2019

Data Coordination for Vocational Education & Job Placement

- Led data analysis for a federal grant-funded vocational services program, overseeing 3,000+ participants across 21 sites in the Southeastern United States. Utilized Microsoft Excel for all data-related tasks.
- Generated and reported Key Performance Indicators (KPIs) to stakeholders, which guided strategic decisions including the allocation of funds. Conducted comprehensive data cleaning of unstructured, disparate sources using advanced Excel features, significantly improving data quality.
- Collaborated closely with IT, Data Governance, and Marketing teams, ensuring data integrity, compliance, and effective use of data insights. Facilitated data-driven decision making, enabling the organization to effectively communicate internal trends and challenges to executives.
- Developed dynamic reports and dashboards using Pivot Tables, Pivot Charts, slicers, and advanced Excel formulas. This enabled better visibility of program performance and participant trends for stakeholders.
- Identified a flaw in the data collection process, leading to a comprehensive system rework to improve data collection, processing, and governance.

Education:

University of Central Florida

- *Bachelor of Arts in Sociology*